

ANNUAL REPORT 2019 - 2020



*Apno ke saath,
full-on funbaazi*

#Groupbaazi Mein Mazaa



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**>9 MN
VISITORS
IN 6 YEARS**

**1.6 MN
FOOTFALL**

**FICCI TRAVEL
& TOURISM
EXCELLENCE
AWARDS 2019
WINNER
BEST THEME PARK**

CORPORATE INFORMATION

BOARD OF DIRECTORS

Mr. Manmohan Shetty - Chairman
Mr. Steven A. Pinto - Independent Director
Mr. Ghulam Mohammed - Independent Director
Mr. Dhananjay Barve - Independent Director
Ms. Anita Pawar - Independent Director
Mr. Kapil Bagla - Non-Executive Director

BANKERS & FINANCIAL INSTITUTIONS

Union Bank of India
Indian Overseas Bank
Bank of Baroda
Jammu and Kashmir Bank
Bank of India
Central Bank of India
Canara Bank
Punjab and Sind Bank
Life Insurance Corporation of India
ACREs

KEY MANAGERIAL PERSONNEL

Mr. Ashutosh Kale - Jt. Chief Executive Officer
Mr. Dhimant Bakshi - Jt. Chief Executive Officer
Mr. Mayuresh Kore - Chief Financial Officer
Ms. Divyata Raval - Company Secretary & Compliance Officer

STATUTORY AUDITORS

M/s. V. Sankar Aiyar & Co., Chartered Accountants
(Firm Registration No. 109208W)

SECRETARIAL AUDITORS

M/s. Aabid & Co., Company Secretaries
(FCS No. 6579)

REGISTRAR & SHARE TRANSFER AGENT

Link Intime India Private Limited
C - 101, 247 Park, L.B.S. Marg,
Vikhroli West, Mumbai - 400 083
Tel: (022) 4918 6270 Fax: (022) 4918 6060
Email: rnt.helpdesk@linkintime.co.in

COMPANY DETAILS

Imagicaaworld Entertainment Limited

(Formerly known as Adlabs Entertainment Limited)

CIN: L92490MH2010PLC199925

REGISTERED OFFICE

30/31, Sangdewadi, Khopoli-Pali Road, Taluka Khalapur, District Raigad - 410 203

CORPORATE OFFICE

9th Floor, Lotus Business Park, New Link Road, Andheri (West), Mumbai - 400053

T: 022 40680000 F: +91-22 4068 0088

Email : compliance@imagicaaworld.com Website : www.imagicaaworld.com



CHAIRMAN'S MESSAGE

OUR MISSION

“We deliver best in Class entertainment for Delightful Memories, in a Clean, Safe and Happy Environment.”

We are witnessing an unprecedented scenario, which has hit our industry possibly the most among all businesses. Due to the COVID-19 pandemic, our park has been closed since mid-March 2020, which has wiped off our business and footfalls in the lockdown period. As the lockdown continues for the first half of FY20-21 there will be significant impact on our FY21 results.

The lenders and the management have been making continuous engagements for an amicable debt resolution. However, due to the pandemic, the resolution has been further delayed.

Despite challenging times in last financial year, the Imagicaa parks continued to cater to our guests with utmost care, which has enabled us to serve more than 9.5 million people since our launch in April 2013. Visitors from across the country continue to show the appreciation of the product and we remain thankful for their support and patronage. Our hotel property; Novotel Imagicaa continued to show great promise in FY20.

I also like to take the pleasure to inform you that we have renamed our Company to Imagicaaworld Entertainment Ltd. Our brand name of park is well known among the audience at large as well as the investor community and aligning our Company name to our popular brand name is expected to resonate more in the business fraternity.

We have continued to focus on costs and in absence of overall business buoyancy, the management had continued its efforts on fine tuning expenses, which should enable us to sustain in difficult times.

I thank you for your investment and for having continued faith in our Company despite this difficult phase which we are going through. We assure you of our continued commitment to make people happy and to ultimately take this company to its full potential.

I would also like to thank our Board of directors and employees in this ongoing journey in making our vision a reality and continuously offering a high class entertainment experience to our patrons.

Manmohan Shetty
Chairman



**The Economic Times Label Awards 2019
(India Licensing Expo 2019)**

Winner - Entertainment Licensor of the Year

**Winner - Best Merchandise by Theme & Amusement Park
July 2019**

IAAPI National Awards For Excellence 2018-2019

WINNER - Digital Marketing

RUNNERS UP - Radio Ad

February 2020



FICCI Travel & Tourism Excellence Awards 2019

Winner - Best Theme Park

(Infrastructure Category)

August 2019

Facebook
15,09,369
★★★★★



Tripadvisor
4/5 rating
★★★★



Youtube Views
26,128,887+



Imagicaa App
iOS
Downloads
66.1K+



Imagicaa App
Android
Downloads
372.33K+



Website
Pageviews
151,517,689+



Rekha Jitesh Parte

It was an awesome experience. So much fun. This is a perfect place to visit, fun and enjoy with your family and friends. All the rides are good enough. Multiple options like slides, crazy river, wave pool and rain dance we enjoyed. We loved it. Thank you to my family and Thank you Imagica for this wonderful experience.



Sanjay Kumar Das

It was my first time to visit a theme park, it was an awesome experience and best theme park I have seen. It suitable for every age. All the rides are interesting and thrilling. Out of that, I found Nitro roller coaster, scream machine and deep space were just breathtaking. Some are very interesting like are I For India (Witness the magnificence of India in a unique flying experience!), Dare to drop & Rajasaurus River Adventure.



Nachiket Kelkar

Full 2 dhamal
Had a office picnic to this place. enjoyed the rides a lot. Food was delicious too. Best place to visit in summer



Priyal Mohite

Full entertainment....very good management.. specially aqua park is highly under life guards observance....big place but superb managed... cooperative and polite staff

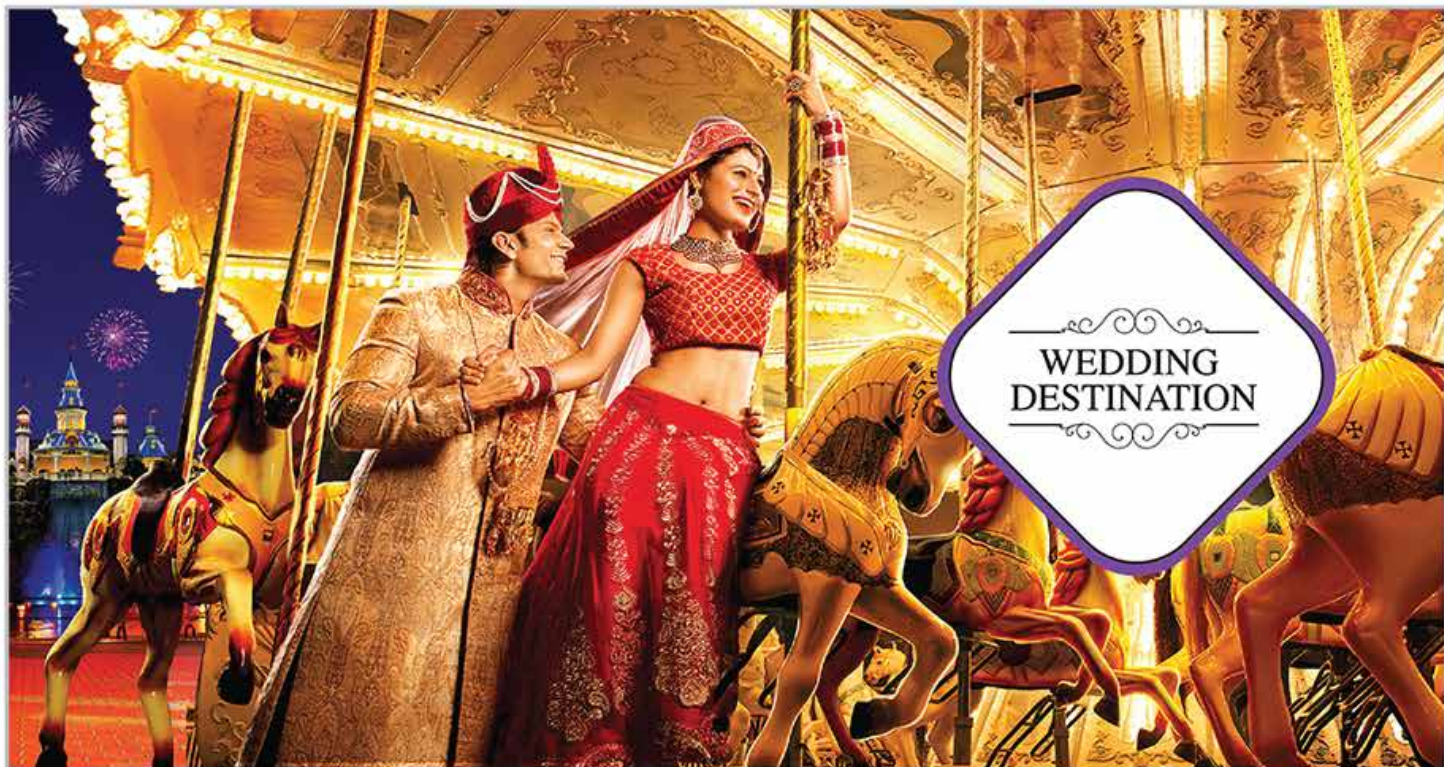


NEW ATTRACTIONS



EYELUSION
GET TRICKED-IN!







New Year eve
9000+ Guests



Holi Bash
14000+ Guests